Main Image
Dominates the page
Close up of glamorous young female – aspirational to the target audience. The image is framed by the text around it.

Choice of Model
Model is Georgina Bevan – up and coming actress and model.

Heavy make-up, styled hair, pearl and diamond jewellery, ornate clothing – reinforces Tatler's image as a magazine for the wealthy.

Model is very slim – reinforcing industry preferred body ideals.

Model is looking direct to camera – appearing to look at the reader.

Masthead
Centered in a prominent location. Font is recognisable as Tatler's font. Colour changes to suit the theme of the publication and also the season.

E.g. This edition is April's monthly – spring is reinforced with pinks and greens.

Coverlines
Coverlines run vertically along the left and right hand side of this publication giving readers an insight into the content.

Most invited 2018 gives the audience a hint that there will be gossip relating to their interests in high society (presumption of gossip is anchored by "and who's at the bottom)

The cover star has an interview inside where the assumption is that the reader will get tips on how to replicate her style.

"Sloanes" is the nickname for the group of up and coming wealthy young people from Chelsea's Sloane Square. This story feeds into the interests of the targets audience.

Effects
Image has been digitally altered to reinforce the ideal image that the magazine is portraying. There is clear airbrushing of her features to make her look flawless and she is wearing coloured contact lenses to accentuate her eyes.

Coverlines
Coverlines run vertically along the left and right hand side of this publication giving readers an insight into the content.

"Oops all my clothes fell off!" is a tongue in cheek, provocative tone, indicating that the accessories inside will be alluring and will attract possible suitors.

James Corden is a well known household name so will attract an audience. His name is in bold; ensuring prominence on the page. There is an element of mocking in the "yes really" which gives the impression that James Corden is of a lower social class than the target audience and there is an acknowledgment of him as being "new money".

A gap-year is traditionally seen as a stereotypical activity for young upper middle and upper class school and college leavers. This shows a clear use of a topic that will engage the target audience (see **context**). "You won't sleep but it will be fun," hints at a hedonistic lifestyle and again is slightly provocative in tone.

Main Coverline
Anchors the main image.
Model is presented as "The New Posh".
Implication that she follows the "rules for the 21st century" and therefore she is an aspirational figure.

Note there is no bar code or pricing on the front of this cover. Could be because the target audience does not deem cost as a priority when making small purchases.

TATLER APRIL

MOST INVITED 2017
Who is at the top of everyone's party guest list (and who's at the bottom...)

MEET GEORGINA BEVAN
SHE LOOKS GOOD IN PEARLS

MILLENNIAL SLOANES
Their habits, codes and mating practices

OOPS, ALL MY CLOTHES FELL OFF!
Which is fine because all you need are the new accessories

JAMES CORDEN'S LA LIFE
WITH HIS ARISTO (YES, REALLY) BUDDIES

THE ONE MONTH GAP YEAR
YOU WON'T SLEEP MUCH, BUT IT WILL BE FUN

THE NEW POSH
RULES FOR THE 21ST CENTURY